








CITY COUNCIL KEY FOCUS AREAS

-  **Economic Development**
Fort Bliss, Jobs, Retail,
Business Processes
-  **Public Safety**
Police, Fire, & Code
Enforcement
-  **Customer Service**
High Performance – surveys, etc.
for voice of customer
-  **Fiscal Responsibility &
Sound Governance**
Effective use of our funds
-  **Quality of Life**
Quality of Life Bonds & Street
Improvement Bonds & Overall
Improvements in Transportation,
After-School Programs, and
Summer Programs for
Kids - Libraries, Parks and the Zoo
-  **Workforce Focus**
Incentives, motivational processes
-  **Communications**
Transparent & consistent

VISION

El Paso will have safe and beautiful neighborhoods, a vibrant regional economy, and exceptional recreational, cultural and educational opportunities.

MISSION

Deliver outstanding services to support a high quality of life for residents, businesses and visitors.

VALUES

Integrity
Respect
Excellence
Accountability
People

Mayor and Council



Mayor
Oscar Leaser



Representative
Ann Morgan Lilly
District 1



Representative
Larry E. Romero
District 2



Representative
Emma Acosta
District 3



Representative
Carl L. Robinson
District 4



Representative
Dr. Michiel Noe
District 5



Representative
Claudia Ordaz
District 6



Representative
Lily Limón
District 7



Representative
Cortney Niland
District 8

City Manager

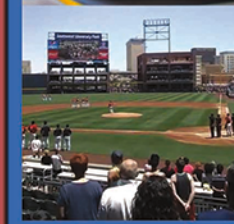
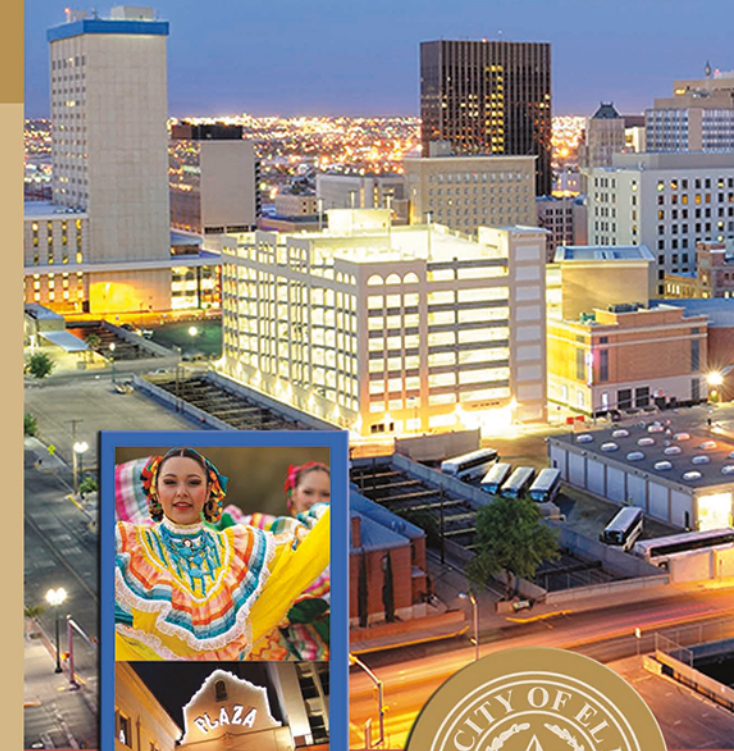


Tommy Gonzalez

FOR MORE INFORMATION:

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Strategic Plan



2015

GOALS & STRATEGIES

GOAL 1: Create an Environment Conducive to Strong, Sustainable Economic Development

- 1.1 Stabilize and expand El Paso's tax base
- 1.2 Enhance visitor revenue opportunities
- 1.3 Maximize venue efficiencies through revenue growth and control
- 1.4 Grow the core business of air transportation
- 1.5 Stimulate economic growth through transit integration
- 1.6 **Streamline processes to provide a solid foundation for development**

GOAL 2: Set the Standard for a Safe and Secure City

- 2.1 **Maintain designation as one of the Nation's top safest cities**
- 2.2 Strengthen community involvement in resident safety
- 2.3 **Increase public safety operational efficiency**
- 2.4 Improve motorist safety
- 2.5 Take proactive approaches to prevent fire/medical incidents and lower regional risk
- 2.6 Enforce Municipal Court orders
- 2.7 Maximize Municipal Court efficiency and enhance customer experience
- 2.8 **Implement effective code enforcement strategies to reduce nuisances and improve overall health and safety**
- 2.9 Promote building safety

Strategies appearing in bold are City Council Key Focus Areas

GOAL 3: Promote the Visual Image of El Paso

- 3.1 Provide business-friendly permitting and inspection processes
- 3.2 Improve the visual impression of the community

GOAL 4: Enhance El Paso's Quality of Life through Recreational, Cultural and Educational Environments

- 4.1 **Deliver bond projects impacting quality of life across the city in a timely, efficient manner**
- 4.2 Create innovative recreational, educational and cultural programs
- 4.3 Establish technical criteria for improved quality of life facilities

GOAL 5: Promote Transparent and Consistent Communication Among All Members of the Community

- 5.1 **Set a climate of respect, collaboration and team spirit among Council, city staff and the community**
- 5.2 **Leverage and expand the use of current and new technology to reduce inefficiencies and improve communications**
- 5.3 **Promote a well-balanced customer service philosophy throughout the organization**
- 5.4 Enhance internal communication and employee engagement
- 5.5 Advance two way communication of key messages to external customers
- 5.6 Strengthen messaging opportunities through media outlets

GOAL 6: Set the Standard for Sound Governance and Fiscal Management

- 6.1 **Recruit and retain a skilled and diverse workforce**
- 6.2 Implement employee benefits and services that promote financial security
- 6.3 Implement programs to reduce organizational risks
- 6.4 Implement leading-edge practices for achieving quality and performance excellence
- 6.5 **Deliver services timely and efficiently with focus on continual improvement**
- 6.6 **Ensure continued financial stability and accountability through sound financial management, budgeting and reporting**
- 6.7 Deliver effective and efficient processes to maximize value in obtaining goods and services
- 6.8 Support transparent and inclusive government
- 6.9 Maximize City Clerk's efficiency and enhance customer experience through technology
- 6.10 Enhance the quality of decision-making with legal representation and support
- 6.11 Provide efficient and effective services to taxpayers
- 6.12 Maintain city fleet to ensure safe and reliable vehicles and equipment
- 6.13 Maintain systems integrity, compliance, and business continuity

GOAL 7: Enhance and Sustain El Paso's Infrastructure Network

- 7.1 Provide reliable and sustainable water supply and distribution systems
- 7.2 **Improve competitiveness through infrastructure investments impacting the quality of life**
- 7.3 **Enhance regional comprehensive transportation system**
- 7.4 Continue the strategic investment in city facilities and technology
- 7.5 Set one standard for infrastructure across the city

GOAL 8: Nurture and Promote a Healthy, Sustainable Community

- 8.1 Deliver prevention, intervention and mobilization services to promote a healthy, productive and safe community
- 8.2 Stabilize neighborhoods through community, housing and ADA improvements
- 8.3 Enhance animal services to ensure El Paso's pets are provided a safe and healthy environment
- 8.4 Reduce operational costs and energy consumption
- 8.5 Improve air quality throughout El Paso
- 8.6 Provide long-term, cost-effective, sustainable regional solid waste solutions
- 8.7 Ensure community compliance with environmental regulatory requirements
- 8.8 Increase resilience of El Paso by improving the community's ability to recover from extreme weather events
- 8.9 Enhance vector control and environmental education to provide a safe and healthy environment